

Quality Service and Excellent Customer Experience – strategies to effectively manage and grow my business

Automotive Trade and Repair Shops



Trade & Repair Shops



DEKRA – excellence and expertise for your safety needs and requirements

The need for safety is a fundamental requirement of life. From our homes to our workplaces, safety is the products and services we use, and how we produce, manufacture and distribute them. Safety underpins everything we do. With almost 100 years of experience, knowledge and innovation behind us, DEKRA ensures safety and peace of mind for businesses, organizations and individuals worldwide. Today, we support the safety needs and requirements of virtually every sector and industry, providing 100% reliability, anywhere around the globe.

Safety is our DNA

Since the first day of our foundation in Berlin in 1925, safety has been deeply anchored in DEKRA's DNA. Safety was the reason our company was founded and it is the reason why we continue to grow. Starting life in the field of automotive safety, we have continued our expansion into every possible area of safety testing, certification and consulting. From automotive OEMs and suppliers to power generation and distribution, industrial goods or the oil and gas industry, we enable thousands of customers in all the world's leading industries to achieve safe, sustainable and profitable operations.

Your global partner

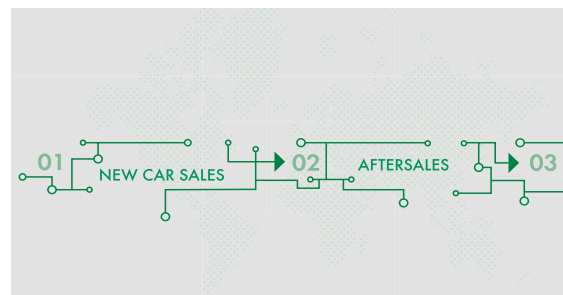
Wherever you need our services, we can deliver. DEKRA's network of in-house experts, subsidiaries and representatives today extends across more than 60 countries and five continents. Whichever sector or industry you work in, our teams and consultants are on hand to help you meet your safety and certification objectives. As one of the world's leading expert organizations and a globally active partner, you can call on our expertise at any time, anywhere around the globe.

A safer future

As the world continues to change and evolve at incredible pace, new safety challenges are constantly arising seemingly at every turn. Being able to respond successfully to this changing landscape requires a great deal of knowledge, experience and versatility. With our future-oriented services, that is precisely what DEKRA offers you.

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Expanding business through customer experience

The automotive industry relies on dealers selling and servicing new and used cars as well as independent repair shops to generate vehicle and spare part sales while providing excellent customer service. As dealers welcome customers on our premises to view, test-drive and purchase an automobile, aftersales care and repair shops play an important part in efforts aimed at boosting customer satisfaction to encourage customer loyalty and increase brand value.

While new and pre-owned distribution networks rely on traditional sales strategies and methods conducted at well-kept facilities housing large inventories, maintenance

departments and independent repair shops provide on-site services requiring state-of-the-art equipment as well as diagnostic and technical skills. Both face challenges in safeguarding assets, developing efficient management systems, implementing effective marketing strategies, promoting incentives and adding more online services. Aiming to offset revenue losses and maintain margins in spite of new mobility and digital retailing concepts, dealers must also comply with stringent environmental regulations and efficiently manage the upfront investment needed to keep up with advances in technology. A complete service portfolio must go beyond compliance, providing practical solutions that integrate

multiple capabilities. Over-arching services support innovative and digitalized supply and distribution channels to create value and ensure the optimum customer experience.

Support services for strong and effective solutions

DEKRA supports dealers and aftersales care providers with services designed to help them increase performance, develop solutions to optimize sales strategies and services, streamline processes, strengthen management systems, create a loyal customer base and grow their business.





AFTERSALES

03

USED CAR SALES



Strengthening dealer and customer services networks

New car dealers provide comprehensive services focused on helping consumers select and maintain an automobile straight from the manufacturer and take advantage of new mobility packages and leasing options. We conduct expert performance auditing, quality management systems certification, customer service and technical training as well as other support services designed to help individual dealers consistently deliver the highest caliber of products and customer care.

Increased profits and secure investment

While proven product quality and excellent customer service lay a solid foundation, physical assets, human capital and financial reserves are key factors in determining the strength and sustainability of every company. We perform objective audits, conduct accredited training, provide CASE mobility, digital transformation and e-mobility services and certify energy and quality management systems. Our compre-

hensive services help dealers develop and implement solid strategies aiming to reduce cost, increase revenue, safeguard critical assets and protect their overall investment.

A good name and solid reputation

Consumer trust in a company's ability to consistently deliver high quality products and strong customer service propagates a

loyal customer base with the majority telling others about their positive customer experiences. DEKRA supports you in your efforts to ensure outstanding customer experience with a selection tailored to your particular circumstance. We provide consulting, coaching, audit and training services to help you sustain and grow your business.

“While helping us to strengthen individual areas of performance, DEKRA has given us insight into better serving our customers across the board.”

DEKRA services are customized to your unique goals to help you achieve maximum results for business resilience and growth.





DEKRA Services for ...

Revenue – maximizing yields

- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Customer Experience Training and Coaching
- > Digital Marketing Consulting
- > Events Management
- > Examination of Experts for Car Dealers
- > Fleet Sales Training and Coaching
- > Lead Management
- > Sales and Aftersales Campaign Management
- > Vehicle Service and Management Training

Return – protecting investment

- > Automotive Brand Performance Audits
- > Business Management Training and Coaching
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training

- > Digital ChaMP - Transformation Change Management Programm
- > High-voltage Vehicle Training via Digital Learning Tools

Quality – committing to excellence

- > Automotive Mystery Shopping
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Customer Experience Training and Coaching
- > Digital Expert Qualification
- > Examination of Experts for Car Dealers
- > High-voltage Vehicle Training via Digital Learning Tools
- > Incentive Audits
- > Privacy Information Management System
- > Quality Management System
- > Quality Management System Training
- > Standard Audits
- > Stock Audits



Customer Satisfaction – caring for clients

- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Customer Experience Training and Coaching
- > Digital ChaMP – Transformation Change Management Program
- > Examination of Experts for Car Dealers
- > High-voltage Vehicle Training via Digital Learning Tools
- > Lead Management
- > Sales and Aftersales Campaign Management

- > Health, Safety and Environment (HSE) and Sustainability Solutions
- > Inspections to Improve Sustainability Performance
- > IT and Cyber Security Training
- > Mandatory and Voluntary Inspections

Added Value – increasing profits

- > Carbon Footprint Verification
- > Cyber Security and Data Protection
- > Data Protection and Data Security Training
- > Energy Management System



Providing long-term customer service

Consistently high quality aftersales services and customer experiences are key to boosting satisfaction and generating customer loyalty for added value. We support aftersales service providers in strengthening strategic policies and processes throughout every stage of their individual value chain to ensure they are ready and able to confidently serve customers over the long haul.

Building business and customer loyalty

A strong business model built on a robust structure, qualified personnel, effective management and solid financials underscores your efforts to continually serve patrons and to earn their loyalty. Experienced DEKRA specialists focus on helping aftersales service providers build their business to support a satisfied and dedicated clientele to foster repeat business and

higher profits. Our wide range of services is designed to enable you to best serve your customers and grow your business for competitive advantage.

Ensuring the optimal customer experience

Knowing that the vast majority of satisfied customers share their experience with others, aftersales providers strive to sustain

and expand a loyal customer base by consistently delivering quality parts and services. DEKRA conducts comprehensive audits, inspections, training programs, consulting services and analyses. We provide expert support throughout your continuing efforts to ensure your customers the best aftersales service experience for increased trust and higher profitability.

“DEKRA assisted in the implementation of effective management and data protection strategies as well as providing technical training to strengthen our business model and credential our staff so we can focus on better serving our customers.”

As a global service provider, DEKRA works to optimize processes and certify systems so you can concentrate on the core business of serving your customers.





DEKRA Services for ...

Revenue – excellent services for maximum earnings

- > Aftersales Retention Training and Coaching
- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Digital Marketing Consulting
- > Examination of Experts for Workshops
- > Quality Management System
- > Sales and Aftersales Campaign Management
- > Vehicle Service and Management Training

Return – investing in customers

- > Aftersales Retention Training and Coaching
- > Automotive Brand Performance Audits
- > Business ChaMP (Change Management Program)
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training

- > Digital ChaMP – Transformation Change Management Program
- > Energy Management System
- > High-voltage Vehicle Training via Digital Learning Tools
- > Recall Campaign Management
- > Workshop and Stores Efficiency, Training and Coaching

Quality – premium products and services

- > Automotive Brand Performance Audits
- > Certified Collision Center Program Development
- > Digital Expert Qualification
- > Examination of Experts for Workshops
- > Mandatory and Voluntary Inspections of Reliability and Quality of Equipment and Tools
- > Privacy Information Management System
- > Quality Management System
- > Quality Management System Training
- > Recall Campaign Management



Customer Satisfaction – exceeding expectations

- > Aftersales Retention Training and Coaching
- > Automotive Brand Performance Audits
- > Customer Experience Training and Coaching
- > Digital ChaMP – Transformation Change Management Program
- > Examination of Experts for Car Dealers
- > Recall Campaign Management
- > Sales and Aftersales Campaign Management
- > Vehicle Service and Management Training

Added Value – services for extra benefit

- > Cyber Security and Data Protection
- > Data Protection and Data Security Training
- > Franchise Services
- > Health, Safety and Environment (HSE) and Sustainability Solutions
- > Information Security Training
- > Inspections to Improve Sustainability Performance
- > Mandatory and Voluntary Inspections of Machinery and Equipment
- > Vehicle Emission Tests
- > Vehicle Inspections



Tackling the pre-owned market

Dealers selling pre-owned cars must source and maintain quality vehicle inventories, implement effective in-house and online marketing strategies, provide value at the best possible price and deliver excellent customer service. We conduct a wide range of services supporting used car dealers in their efforts to ensure quality products and services while boosting sales and growing their business.

Increasing profits and protecting investments

While the resilience of any company relies on functioning facilities and equipment, qualified staff and stable finances, quality products, attractive sales incentives and strong customer service skills can significantly boost customer traffic and increase profits. DEKRA helps you implement digital marketing and event planning strategies to drive sales for maximum earnings. Aiming to maintain critical assets and protect your overall investment, our services

include accredited employee training and management courses as well as certifications of your management systems and personnel according to international regulations and standards.

Growing business on your good name

Satisfied customers generate repeat business over years and tend to share their positive experience with others allowing you to expand your business by word of mouth

alone. DEKRA training courses and quality management systems certifications are designed to help you assure your customers receive only the highest caliber products and excellent customer support both in person and online. We provide comprehensive support in implementing well-managed digital business strategies, platforms and services focused on strengthening your efforts to foster trust and encourage new customer growth.

“Our business depends on our ability to deliver high quality goods and services to our customers. The team of DEKRA professionals helped us gain an objective perspective of our automotive sales and after-care strategies and value chain so we could optimize our system for future success.”

DEKRA experts provide recognized services to support you when building a strong, resilient and profitable business.





DEKRA Services for ...

Revenue – maximizing profits

- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Digital Marketing Consulting
- > Events Management
- > Fleet Management Training
- > Lead Management
- > Used Car Management and CPO Program

Return – safeguarding investment

- > Automotive Brand Performance Audits
- > Business ChaMP (Change Management Program)
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Digital ChaMP - Transformation Change Management Program
- > Digital Marketing Consulting

- > Events Management
- > Fleet Management Training
- > Lead Management
- > Used Car Management and CPO Program

Quality – ensuring excellence

- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Digital Expert Qualification
- > Examination of Experts for Car Dealers
- > High-voltage Vehicle Training via Digital Learning Tools
- > Privacy Information Management System
- > Quality Management System
- > Quality Management System Training
- > Used Car Management and CPO Program



Customer Satisfaction – creating loyalty

- > Automotive Brand Performance Audits
- > Connected, Autonomous, Shared, Electric (CASE) Mobility Training
- > Customer Experience Training and Coaching
- > Digital ChaMP - Transformation Change Management Program
- > Examination of Experts for Car Dealers
- > Fleet Management Training
- > Lead Management
- > Quality Management System
- > Used Car Management and CPO Program

Added Value – expanding capabilities

- > Cyber Security and Data Protection
- > Data Protection and Data Security Training
- > Energy Management System
- > Health, Safety and Environment (HSE) and Sustainability Solutions
- > Information Security Training
- > Mandatory and Voluntary Inspections

“DEKRA’s global network ensures that I can access the testing and safety services I need, wherever I need them.”

**In over 60 countries,
on 5 continents**

Whenever questions of safety are involved, we are one of the first points of contact. With subsidiaries and representatives around the globe, we provide a direct local presence.

**Almost
44,000 employees**

Whenever our expertise and safety services are needed, we are there - with nearly 44,000 highly qualified employees, we take care of your safety needs and requirements around the world.

**Independent, neutral
and reliable**

DEKRA is the world’s largest independent expert organization in the TIC industry. Our expertise and safety services meet the highest quality standards.



Due to impartiality and independence requirements of regulatory authorities, services may have to be performed by different, mutually independently operating DEKRA units.

Global partner for a safe world





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